



Station Order Revised Heinrich for Senate 2012

Market: Albuquerque

Estimate ID

Flight Dates: Monday, September 03, 2012 to Sunday, September 09, 2012

11716

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krqe.com, marilyn.painter@krqe.co

Fax: 505-944-0259

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KASA-TV

Program Name	DP	Days	Length	Gross Rate	Mon Sep 03	Tue Sep 04	Wed Sep 05	Thu Sep 06	Fri Sep 07	Sat Sep 08	Sun Sep 09	Total
People's Court 1:00 PM 2:00 PM	DT	M-F	30	\$30.00 \$60.00	5		1		1			2
People's Court 3:00 PM 4:00 PM	EF	M-F	30	\$50.00 \$250.00	5	1	1	1	1			5
Funny Videos 4:00 PM 5:00 PM	EF	M-F	30	\$50.00 \$250.00	5	1	1	1	1			5
Extra 5:00 PM 5:30 PM	EF	M-F	30	\$100.00 \$500.00	5	1	1	1	1			5
TMZ 5:30 PM 6:00 PM	EF	M-F	30	\$150.00 \$300.00	5		1	1				2
30 Rock 6:30 PM 7:00 PM	PA	M-F	30	\$200.00 \$1,000.00	4	1	1	1	1			5
Hotel Hell 7:00 PM 8:00 PM	PT	M	30	\$700.00 \$700.00	5	1						1
Hotel Hell 8:00 PM 9:00 PM	PT	M	30	\$700.00 \$700.00	5	1						1
Masterchef 8:00 PM 9:00 PM	PT	Tu	30	\$1,200.00 \$1,200.00	3		1					1
Sold out at LUR per KASA. Move to L3 to clear.												
You Can Dance 7:00 PM 9:00 PM	PT	W	30	\$1,200.00 \$1,200.00	3		1					1
Sold out at LUR per KASA. Move to L3 to clear.												
Hope/New Girl 7:00 PM 8:00 PM	PT	Th	30	\$700.00 \$700.00	5			1				1
Bones 8:00 PM 9:00 PM	PT	F	30	\$500.00 \$500.00	3				1			1

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/29/2012 10:41:05 AM

KASA-TV

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suzannel@mediastrategies.com



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Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 03	Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KASA 9p News 9:00 PM 9:30 PM	LN	M-F 30	\$400.00 \$2,000.00	5 1	1	1	1	1			5
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	\$300.00 \$1,500.00	5 1	1	1	1	1			5
Saturday 9p News 9:00 PM 9:30 PM	LN	Sa 30	\$275.00 \$275.00						1		1
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa 30	\$250.00 \$250.00						1		1
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su 30	\$275.00 \$275.00							1	1
Station Gross Totals			\$11,660.00	8	8	8	8	8	2	1	43

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 8/29/2012 10:41:05 AM

KASA-TV

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA-TV Albuquerque	Date: 8/29/2012
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I, Media Strategies and Research,
 being on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 03, 2012			Sunday, September 09, 2012		

Total Charges: \$11,660.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, August 29, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Spot Manager: All, 09/03/12-09/09/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Heinrich for Senate (D)									
Agency: Media Strategies & Research									
Line: 1									
Time Period: 1p-2p									
202477	11716		09/07/12	:30	P5	1:20:21 PM 9/3-9/9			\$30.00
202477	11716		09/05/12	:30	P5	1:51:05 PM 9/3-9/9			\$30.00
									\$60.00
									\$60.00
Line: 2									
Time Period: 3p-4p									
202477	11716		09/03/12	:30	P5	3:09:44 PM 9/3-9/9	MHTV1202		\$50.00
202477	11716		09/04/12	:30	P5	3:38:46 PM 9/3-9/9	MHTV1202		\$50.00
202477	11716		09/07/12	:30	P5	3:08:44 PM 9/3-9/9			\$50.00
202477	11716		09/06/12	:30	P5	3:48:50 PM 9/3-9/9			\$50.00
202477	11716		09/05/12	:30	P5	3:09:59 PM 9/3-9/9			\$50.00
									\$250.00
									\$250.00
Line: 3									
Time Period: 4p-5p									
202477	11716		09/05/12	:30	P5	4:31:07 PM 9/3-9/9			\$50.00
202477	11716		09/07/12	:30	P5	4:30:17 PM 9/3-9/9			\$50.00
202477	11716		09/04/12	:30	P5	4:14:26 PM 9/3-9/9	MHTV1201H		\$50.00
202477	11716		09/03/12	:30	P5	4:15:11 PM 9/3-9/9	MHTV1201H		\$50.00
202477	11716		09/06/12	:30	P5	4:46:33 PM 9/3-9/9			\$50.00
									\$250.00
									\$250.00
Line: 4									
Time Period: 5p-530p									
202477	11716		09/07/12	:30	P5	5:06:48 PM 9/3-9/9			\$100.00
202477	11716		09/06/12	:30	P5	5:15:56 PM 9/3-9/9			\$100.00
202477	11716		09/05/12	:30	P5	5:15:41 PM 9/3-9/9			\$100.00
202477	11716		09/03/12	:30	P5	5:15:56 PM 9/3-9/9	MHTV1202		\$100.00
202477	11716		09/04/12	:30	P5	5:14:56 PM 9/3-9/9	MHTV1202		\$100.00
									\$500.00
									\$500.00
Line: 5									
Time Period: 530p-6p									
202477	11716		09/06/12	:30	P5	5:43:11 PM 9/3-9/9			\$150.00
202477	11716		09/04/12	:30	P5	5:44:12 PM 9/3-9/9	MHTV1202		\$150.00
									\$300.00
									\$300.00
Line: 6									
Time Period: 630p-7p									
202477	11716		09/03/12	:30	P4	6:38:58 PM 9/3-9/9	MHTV1202		\$200.00
202477	11716		09/05/12	:30	P4	6:38:28 PM 9/3-9/9			\$200.00
202477	11716		09/04/12	:30	P4	6:48:46 PM 9/3-9/9	MHTV1202		\$200.00
202477	11716		09/07/12	:30	P4	6:48:31 PM 9/3-9/9			\$200.00
202477	11716		09/06/12	:30	P4	6:38:43 PM 9/3-9/9			\$200.00
									\$1,000.00
									\$1,000.00
Line: 7									
Time Period: 7p-8p									
202477	11716		09/03/12	:30	P5	7:19:15 PM 9/3-9/9	MHTV1202		\$700.00
									\$700.00
									\$700.00
Line: 8									
Time Period: 8p-9p									
202477	11716		09/03/12	:30	P5	8:30:40 PM 9/3-9/9	MHTV1201H		\$700.00

[Sorted by: Line]

Spot Manager: All, 09/03/12-09/09/12

Order	Alt Order # Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 8

Time Period: 8p-9p

\$700.00

\$700.00

Line: 9

Time Period: 8p-9p

202477 11716 09/04/12 :30 P3 8:15:15 PM 9/3-9/9 MHTV1201H \$1,200.00

\$1,200.00

\$1,200.00

Line: 10

Time Period: 7p-9p

202477 11716 09/05/12 :30 P3 7:49:05 PM 9/3-9/9 \$1,200.00

\$1,200.00

\$1,200.00

Line: 11

Time Period: 7p-8p

202477 11716 09/06/12 :30 P5 6:58:45 PM 9/3-9/9 \$700.00

\$700.00

\$700.00

Line: 12

Time Period: 8p-9p

202477 11716 09/07/12 :30 P3 8:31:10 PM 9/3-9/9 \$500.00

\$500.00

\$500.00

Line: 13

Time Period: 9p-930p

202477 11716 09/03/12 :30 P5 9:18:37 PM 9/3-9/9 MHTV1202 \$400.00

202477 11716 09/04/12 :30 P5 9:09:01 PM 9/3-9/9 MHTV1202 \$400.00

202477 11716 09/06/12 :30 P5 9:09:16 PM 9/3-9/9 \$400.00

202477 11716 09/07/12 :30 P5 9:08:01 PM 9/3-9/9 \$400.00

202477 11716 09/05/12 :30 P5 9:09:16 PM 9/3-9/9 \$400.00

\$2,000.00

\$2,000.00

Line: 14

Time Period: 930p-10p

202477 11716 09/06/12 :30 P5 9:56:50 PM 9/3-9/9 \$300.00

202477 11716 09/03/12 :30 P5 9:38:56 PM 9/3-9/9 MHTV1202 \$300.00

202477 11716 09/04/12 :30 P5 9:48:42 PM 9/3-9/9 MHTV1202 \$300.00

202477 11716 09/07/12 :30 P5 9:47:27 PM 9/3-9/9 \$300.00

202477 11716 09/05/12 :30 P5 9:46:12 PM 9/3-9/9 \$300.00

\$1,500.00

\$1,500.00

Line: 15

Time Period: 9p-930p

202477 11716 09/08/12 :30 P5 9:08:20 PM 9/3-9/9 \$275.00

\$275.00

\$275.00

Line: 16

Time Period: 930p-10p

202477 11716 09/08/12 :30 P5 9:47:57 PM 9/3-9/9 \$250.00

\$250.00

\$250.00

Line: 17

Time Period: 930p-10p

[Sorted by: Line]

Spot Manager: All, 09/03/12-09/09/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 17

Time Period: 930p-10p

202477	11716	09/09/12	:30	P5	9:46:57 PM 9/3-9/9				\$275.00
									\$275.00
									\$275.00
									\$11,660.00
									\$11,660.00
									\$11,660.00
									\$11,660.00
									\$11,660.00

[Sorted by: Line]